March 25, 2019

University of Colorado – Colorado Springs
Professor Megan Bell

RE: Assistant Vice Chancellor of Marketing and Communications

Dear Dr. Bell,

It is with great enthusiasm that I apply for the Assistant Vice Chancellor of Marketing and Communications position at the University of Colorado – Colorado Springs. As a communications and marketing leader specializing in architecting and implementing strategic change, I seek organizations where I can contribute my skills and experience in meaningful ways. In addition to holding a master's degree in communication from UNC-Chapel Hill, I have significant relevant work experience that could immediately be applied in this role; such as supporting the communications needs of executives at all levels, leading marketing efforts for two business schools, launching new brand campaigns, and creating compelling communications.

I am currently the Director of Communications for the Hospice Foundation that supports Center for Hospice Care, Indiana's largest non-profit hospice provider. In this role, I oversee branding, the website, major publications, as well as fundraising communications and events.

Most recently I served as the Director of Marketing and Communications for the Mendoza College of Business at the University of Notre Dame, where I led a team of ten professionals responsible for all aspects of the college's marketing, advertising and communications; including the college website, magazine, brochures, as well as managing the media relations team. Previously I was the Director of Marketing and Communications for the sixth largest business school in the country with more than 8,000 students – the Robinson College of Business at Georgia State University.

I have also worked extensively in corporate America holding senior communications position at Bank of America, SunTrust, Koch Industries, among others; focused on healthcare-related, employee and internal communications. Additionally, I have worked as a business consultant specializing in change management and business process improvement, which has enabled me to make additional contributions. Further, I am able to build and lead teams of diverse professionals, write and edit compelling messages, as well as offer and then execute innovative ideas.

On the attached resume you will see the highlights of my experience as a communications and marketing leader with a track record of implementing change and having impact. I believe my passion for higher education, leadership skills and directly relevant experience, make me a strong candidate for this exciting opportunity that comes at a critical time. I bring the creativity, commitment and energy necessary to move your efforts forward.

Warmest regards,

Peter Ashley

[redacted]

[redacted]

Peter A. Ashley

STRATEGIC COMMUNICATIONS EXECUTIVE

Creative communications leader who is passionate about innovation and great storytelling. Extensive experience in corporate communications, marketing communications, brand identity creation, leadership development, and change management. Strategic thinker and idea generator who creates messages that increase engagement, create buzz and drive change.

HOSPICE FOUNDATION – Supporting CENTER FOR HOSPICE CARE, Mishawaka, IN; 3/17-present

Director – Communications & Annual Giving

Center for Hospice Care (CHC) is the largest not-for-profit hospice care provider in Indiana and delivers hospice care to approximately 2,200 patients a year. The Hospice Foundation (HF) supports the mission of CHC through fundraising, education, and community engagement.

- Design, develop and execute fundraising communications strategies throughout the year designed to increase donor and potential donor engagement
- Create news releases, executive communications and other key messaging
- Oversee all HF publications, including the bi-annual *Crossroads* magazine. The two most recent issues were described as "incredible", "perfect" and "amazing" by our CEO
- Orchestrate high-profile events to designed to raise money and awareness of CHC/HF programs
- Spearheaded the complete redesign of the Foundation website, resulting in a much better user experience and simpler donation process

UNIVERSITY OF NOTRE DAME – MENDOZA COLLEGE OF BUSINESS, Notre Dame, IN; 1/14-3/17

Director – Marketing & Communications

The Mendoza College of Business at the University of Notre Dame is a highly ranked business school offering two full-time MBA programs, an Executive MBA program, as well as other specialized master's programs and executive education courses.

- Served as chief communications and branding officer; including directing advertising and creative agencies to ensure consistency of brand messaging and strategy
- Led a team of 11 responsible for marketing communications, website administration, public relations, social media and rankings information
- Drove strategy and execution for integrated marketing communications that generated 26% more inquiries and 20% more started applications; while reducing the cost per inquiry by 18%
- Hosted "Mendoza Dialogues" – a video program that brings together faculty and alumni to discuss timely business and academic issues
- Spearheaded the migration to a new externally focused, mobile-responsive website that generated a 35% increase in site traffic and a 20% increase in session duration its first year
- Nominated for American Marketing Association's 2015 Nonprofit Marketer of the Year and the 2015 Visionary Marketer of the Year

GEORGIA STATE UNIVERSITY – J. MACK ROBINSON COLLEGE OF BUSINESS, Atlanta; 4/12-12/13

Director – Marketing & Communications

The J. Mack Robinson College of Business, the sixth largest business school in the United States, is a diverse and competitive business school serving nearly 8,000 students in downtown Atlanta. Robinson offers multiple graduate programs.

- Drove strategy and execution for integrated marketing communications promoting brand awareness, and interest in the college and its key programs
- Directed the creation of the semi-annual State of Business magazine; including overseeing the total redesign of the publication
- Led a task force charged with developing an effective social media presence for the college
- Developed compelling marketing collateral, such as a CASE award-winning video-card mailer
- Oversaw the successful redesign and migration of the college's website to WordPress

SUNTRUST BANK, Atlanta; 5/11-4/12

First Vice President – Corporate Communications

SunTrust is one of the largest financial services companies in the country with assets exceeding $170 billion; and it enjoys leading positions in some of the most attractive markets in the United States.

- Directed and executed high-priority employee communications for the Chief Human Resources Officer, the Chief Information Officer and the General Counsel
- Developed communication strategies to drive employee engagement around strategic business initiatives, company guiding principles, IT programs and human resources programs
- Crafted executive presentations, messages and talking points, as well as enterprise-wide articles that generated interest, fueled understanding and boosted readership
- Delivered customized workshops to coach senior executives and their teams on communication strategy and presentation skills

KOCH INDUSTRIES, Atlanta; 4/09-10/10

Director – Marketing & Communications for Koch Business Solutions

Koch Business Solutions provides HR, legal and financial services to the companies within Koch Industries, the second largest privately held company in the United States. Companies include Georgia-Pacific, Koch Minerals, Koch Chemical Technology Group, Flint Hills Resources, Koch Fertilizer, Koch Pipeline, INVISTA, Koch Supply and Trading, and the Charles G. Koch Charitable Foundation.

- Spearheaded the communication strategy and executed the tactics for conversion from PeopleSoft to SAP for 15,000 employees from 10 distinct companies spanning multiple geographies. Tactics included email messages, job aids and FAQs
- Architected and successfully implemented the complex communications required to convert the Koch's 401(k) and pension provider, a change affecting 60,000 employees. The successful communications campaign included laid-out letters, email notifications and postcard)
- Executed a comprehensive customer satisfaction distributed to more than 2,000 customers
- Drafted and/or edited significant customer-facing, strategic employee communications including all-hands meetings, organizational announcements and executive communications
- Coached senior executives on communications skills, and provided thought leadership on communications strategy, processes and best practices

BANK OF AMERICA, Charlotte, NC; 10/03-12/08

Senior Vice President – Corporate Communications

Bank of America is one of the largest financial services companies in the world serving approximately 100 million consumers and businesses across the country.

- Directed employee communications for Bank of America's Global Product Solutions (GPS) organization.
  - Quarterbacked six executive-level televised broadcasts viewable to all employees; wrote scripts, prepped guests and coordinated details with in-house production team
  - Drafted and edited news articles, executive presentations, talking points and organizational announcements posted on the GPS Intranet site or distributed via email
  - Delivered multiple communications promoting a multi-year initiative focused on fostering a holistic, solutions-oriented view of client management
  - Earned a Six Sigma™ Green Belt Certification (6/06) leading a process improvement project within the communications department

- Led the communications strategy and execution for several benefits-related initiatives that affected more than 200,000 employees
  - Managed a cross-functional team of writers and project managers in a matrixed organization
  - Orchestrated an employee engagement summit on healthcare issues. Experts included senior executives from Towers-Perrin, Bank of America and MedStat
  - Penned and edited company-wide and executive-level communications on leadership and HR issues using email, video and Intranet articles
  - Championed a Six Sigma project to improve communication strategy development process resulting in enhanced client engagement and satisfaction, as well as a Green Belt certification

QUEENS UNIVERSITY OF CHARLOTTE, Charlotte; 8/02-5/09

Instructor – Communications

Queens University of Charlotte is a private, master's level university that serves approximately 2,600 undergraduate and graduate students through its schools and colleges.

- Developed all materials for several leadership and communication courses
- Lectured on leadership, organization development and communication, public speaking, conflict management, and human resource management to hundreds of professional students
- Generated extremely positive feedback from students and fellow faculty members

EXERVIO CONSULTING INC., Charlotte, 1/99-10/03

Senior Manager – Communications & Change Management

Exervio was a boutique consulting firm specialized in business process improvement, program management and change adoption. It was acquired by Perficient in March 2011.

- Led the communications team on a software implementation project for Coca-Cola, created a communications framework, and crafted executive communications targeting top leaders
- Drove project to improve mortgage processes for NetBank that saved them a projected $4MM per year
- Reengineered the consumer loan payoff and lien release processes for Bank of America
- Managed a customer satisfaction survey project for Wachovia Securities IT Help Desk

EDUCATION / TRAINING

Degree:

University of North Carolina at Chapel Hill

- Master of Arts / Communication Studies – 1996
- Bachelor of Arts / Speech Communications & Political Science – 1992

Non-Degree:

University of Notre Dame – Mendoza College of Business

- Certificates in Leadership Essentials, and Leading the Strategic Enterprise – 2016

Georgia State University – J. Mack Robinson College of Business

- Certificates in Strategic Innovation, and Marketing & Branding – 2013

Bank of America

- Six Sigma Greenbelt Certification – 2006

University of London – Birkbeck College

- Hansard Scholars Programme – 1990

OTHER INTERESTS

Board Vice President – Mishawaka Business Association
Member – One of 48 local leaders selected for the Leadership South Bend/Mishawaka Class of 45
Speaker – Deliver presentations, facilitate executive meetings, and emcee events
Author – Published three children's books: *The Stone*, *The Little Blue Frog*, and *Liam the Lonely Leprechaun;* and co-wrote and presented to Hollywood three full-length motion picture screenplays
Stand-up Comedy – Completed two courses and performed in comedy clubs using original material